

CONNECTING KIDS TO COVERAGE NATIONAL CAMPAIGN

“Hands Full” Public Service Announcement (PSA)



60 Second Radio PSA Script – English (National)

FEMALE ANNCR: Raising kids can be tough these days. As a parent, you’ve got your hands full making sure your kids have what they need to stay healthy and get the care they need when they’re sick.

Well, now there’s help. Medicaid and the Children’s Health Insurance Program offer free or low-cost health insurance for kids and teens – all the way up to age 19. They can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more.

Children in a family of four earning up to \$47,700 a year or more may qualify. And parents may be eligible for Medicaid too.

It’s a helping hand for parents with their hands full.

For more information go online to InsureKidsNow.gov or call 1-877-KIDS-NOW. That’s 1-877-543-7669. Enrollment is open year round. But why wait?

A message from the U.S. Department of Health and Human Services.